



WELCOME TO THE FOURTH HiReach NEWSLETTER!

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We are pleased to announce the publication of the fourth issue of the HiReach newsletter. If you are interested in transport innovations with social character and new business models favouring inclusive and participative mobility, you are at the right place!

This issue presents the main findings of the HiReach project so far.

HiReach is a 3-year Research and Innovation Action (RIA) from 2017 to 2020 funded under Horizon 2020 focusing on the development of new tools and business models in order to improve accessibility with-in specific areas and communities.

HiReach has successfully conducted the 2nd round of fieldwork activities, taking a closer look at transport providers in rural areas for vulnerable target groups and trying to find out what would motivate these groups to change their travel behaviour. Check the outcomes of this fieldwork in the following pages.

In this issue, we also present drivers and barriers of organizational frameworks aimed at delivering innovative mobility options. In the corresponding article, you may find recommendations and guidelines on how to implement mobility solutions to cope with transport poverty, tailored for different stakeholders:

users and communities, policy makers and public authorities, operators and entrepreneurs.

The HiReach project is pleased to announce the kick-off of the Startup Lab acceleration programme, connecting 20-25 talented startups with key players in the mobility sector, which will create a pioneering ecosystem for inclusive mobility. Impact Hub Vienna is running the HiReach StartupLab and the Call for startups is already open.

STAY TUNED

Stay updated on all our latest news, developments, research and general information regarding the HiReach project. Make your voice heard and participate in the development of the new mobility solutions for transport poverty. Exciting information is coming your way!

Stay tuned
@ www.hireach-project.eu

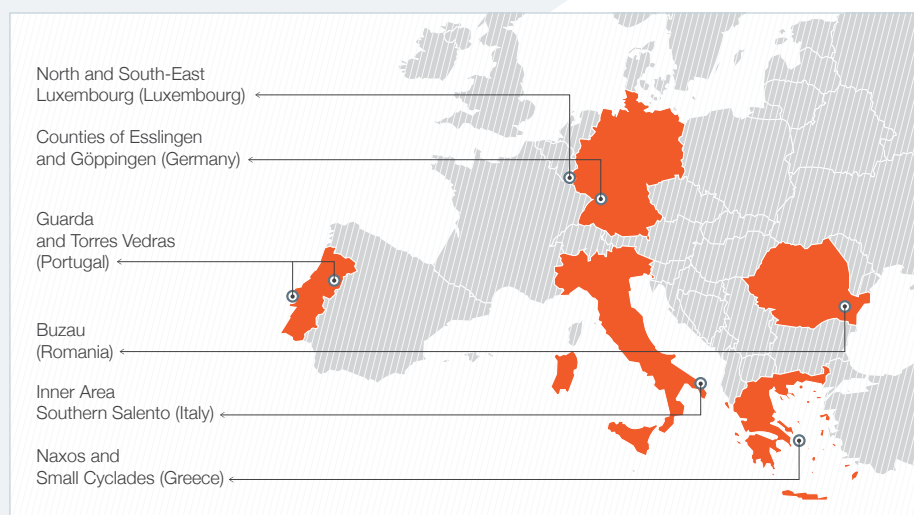


HiReach FIELDWORK: RESULTS OF THE 2ND ROUND OF FIELDWORK ACTIVITIES

Trust between transport providers and local communities is essential for success of novel transport solutions.

Ridesharing, carpooling and ride-hailing services are increasingly viable alternatives to traditional public transport. These novel alternatives are often more expensive and are mostly available in larger cities. The HiReach project took a closer look at transport providers in rural areas for vulnerable target groups, such as children, elderly or unemployed citizens. Examples of tested services are the “PickmeApp”, a door-to-door ride hailing services, as well as “Fairfahrt”, a ridesharing platform. Users of these transport services were interviewed in groups to identify the main challenges and opportunities for available alternatives for public transport.

Throughout May and June 2019, experts in six rural study regions throughout Europe tried to answer the fundamental question: “what would motivate vulnerable citizens to change their travel behaviour?” Whereas the study regions in Germany, Greece, Italy, Luxembourg, Romania and Portugal are very different in their economic, social and



political structures, several common takeaways were identified.

A lack of trust in digital solutions and ride-sharing itself was observed among elderly people, women and especially in regions like Italy, where ride-sharing and carpooling is not very common. App-based solutions faced a lack of acceptance from the elderly, as payment methods and smartphone technology often overwhelmed the users. Furthermore, the participants often rated the tested mobility solution as inflexible.

On the contrary, HiReach observed several fantastic opportunities in each of the study regions where innovative transport solutions complemented the available public transport schedules. This is exactly what the German operator “Fairfahrt” in rural South-West Germany did by providing service during times of low frequency public transportation.

Modern live-tracking technology, either through the passenger’s smartphone or via an electronic tracking bracelet, helped to build trust between the transport provider, the users and their families. According to Greek children who have been interviewed for the project, parents trusted the “PickMeApp” because tracking bracelets were provided for the school ride from rural areas to central villages in Greece.

Another success story in the study regions was the positive feedback from various users of “Local Link”, a transport solution which offered one inclusive mobility solution for vulnerable groups and passengers with reduced mobility. The combination between a fixed line minibus service and additional flexible services was a success among the participants of the focus groups.

Find out more about our work in the study regions in their respective languages at <http://hireach-project.eu/content/study-areas>

DRIVERS AND BARRIERS OF ORGANIZATIONAL FRAMEWORKS AIMED AT DELIVERING INNOVATIVE MOBILITY OPTIONS

HiReach recommends a holistic approach towards users and transport providers

Several overarching conclusions can be drawn from the above-stated opportunities and challenges of the selected community-led initiatives. The common feature of all analysed mobility services is the user-centric approach, which HiReach identified as essential for the success of any of these alternatives to traditional public transport.

Based on the user-centric approach, HiReach recommends interested communities to start with a diagnosis on the currently existing problems and needs. Furthermore, HiReach has emphasized that a strong but balanced coop-

eration between public partnerships and the communities are essential for a successful integration of transport solutions. On the other hand, if trust in the newly established services are lacking because of various reasons such as unpunctuality, inelasticity or insecurity, vulnerable groups like children or the elderly are hesitant to use modern services.

Furthermore, several main recommendations were made for policy makers and public authorities. Firstly, policy makers need to ensure a level playing field for operators and users. Such holistic approach also applies to public investments, as

HiReach emphasizes that entrepreneurs are the drivers of innovation and should not be neglected by public funding. Secondly, public authorities should promote open data policies, which are essential for the creation of smart solutions and ride-sharing apps. Open data policies promote the integration of traditional public transport solutions, such as busses or trains, with novel private solutions. Overall, HiReach underlines that cooperation between public operators, private innovators and all user groups can have positive spillover effects and increases the competitiveness of rural areas at large.



For more details about this work read the whole deliverable [here](#)

HiReach BOOKLET – SETTING THE SCENE FOR NEW INCLUSIVE MOBILITY SOLUTIONS



HiReach has recently published a booklet called “Help design new inclusive mobility solutions for local communities and influence the future of transportation”, which can be easily accessed from the dissemination material section on the project website.

This document sets the scene for the work that will be implemented in the third and final year of the project, with the organization of the Startup Lab. It was produced with the primary objective of informing accelerators and entrepreneurs, who are normally less acquainted with transport-related challenges, about the

opportunities raised by the project to tackle transport poverty problems.

The booklet published by HiReach describes, in a fashion and sketchy manner, major trends, technical advances, barriers, and potential paths of opportunity for market exploitation, whilst, making use of the Personas technique, sheds some light about typical persons affected by scarce transport solutions. This population is then vulnerable to exclusion and is the main target of the project and for whom solutions will be envisaged in the scope of the Startup Lab.

This is a flagship communication product, so we invite you to have a look at it and to share with others who can take inspiration from the HiReach approach to transport poverty problems. By reading it, one can understand and truly feel that a structured strategy can be set up to deliver new approaches to mobility problems in deprived communities and vulnerable segments of the population and that new stakeholders need to be taken into consideration in the variable geometry of public transport design and service provision.

Find [here](#) the HiReach booklet

ACCELERATION PROGRAM

The HiReach project foresees an open innovation programme connecting 20-25 talented startups with key players in the mobility sector, which will create a pioneering ecosystem of innovation for inclusive mobility. To this end, the project welcomes EU-based startups with a product or prototype, with established founding teams or wishing to become engaged in product teams or wishing to become engaged in product field-testing.

Impact Hub Vienna is the selected accelerator and will have the opportunity to impact the future of transportation, managing both a one-week bootcamp and 3 months acceleration programme. The accelerator will offer mentoring services, technical expertise and other activities to assist the 20-25 startups that are to be invited to develop projects that improve the mobility of European citizens, particularly those who are vulnerable to existing transport options.

This Acceleration Program aims to field test inclusive solutions aimed at improving the accessibility of children and young people, the elderly, women, people with reduced mobility, immigrants and ethnic minorities, people living in isolated areas, populations of low-income and unemployed, in urban, peripheral-urban, rural or remote areas.



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For more information, visit
<https://hireach-project.eu/content/concept>

STARTUPLAB – A FRESH APPROACH TO OLD PROBLEMS

HiReach key activity is set to start. The Startup Lab is a well-structured acceleration program that will help entrepreneurs to deliver solutions to transport poverty problems at least at Minimum Value Product level.

The HiReach fieldwork confirmed the complexity of problems for population segments with low access to mobility. Such complex challenges require new approaches. The project strategy is to build on innovative components, which do not rely solely on the knowledge base of experts and persons who usually deal with transport issues, but also entail a combination of bottom-up initiatives with new operational schemes and IT applications. The Startup Lab arises here as the perfect background to explore novel, yet viable, business models for small

scale, modular and easily replicable mobility services. The ambition is to explore fresh ideas developed by bright entrepreneurs, dully supported by a professional accelerator company. Arguably, startups can disrupt the transportation sector and act as game-changers, by bringing onto the market new transport schemes and practices that make use of recent advances on Internet of Things, cloud computing, mobile, communications and guidance technologies.

In this context, the Startup Lab will offer entrepreneurs a mentoring program and a proper creative environment, so than they can develop open-source solutions from the technical and business model perspective. Stepwise, it will consist of three main stages:

■ Stage 1

Bootcamp – A selection of top 20-25 startups will be involved in a one-week bootcamp, where they will learn about business model innovation, startup methodologies and tools, get additional product validation, define the value proposition and prepare a business case which will be pitched to project representatives. The bootcamp is a competitive arena where only the brilliant and creative ideas will survive to the second stage.

■ Stage 2

Acceleration – The best 5-10 startups, selected from Phase 1, will be invited to a highly intensive 3-month follow-up acceleration programme to detail the technical solutions and business model that will make their transport poverty solution viable. During this period, entrepreneurs will be offered the chance to use an open toolbox developed by HiReach and gain a competitive advantage for accelerating novel mobility products.

■ Stage 3

Pilots – The best 5 startups, selected from Phase 2, will meet and network with decision-makers, consultants, customers, investors and industry operators to pilot their ideas under real-life conditions, providing unprecedented international recognition and a fast-track to entering a huge untapped market.

A critical aspect for the HiReach project lies in understanding whether the new solutions are effective to tackle accessibility and transport poverty.



Apply [here](#) for the HiReach Startup Lab acceleration programme

HiReach EVENTS

HiReach at the European and International events – the highlights



CIVITAS Forum Conference 2019

The CIVITAS Forum Conference 2019 was held in Graz, Austria, from 2-4 October 2019. The 17th edition of Europe's top sustainable urban mobility event gathered the leading figures in the field from across the continent and beyond. This varied group of city representatives, practitioners, policymakers and academics debated and analysed the most pressing mobility topics and witnessed the pioneering solutions bringing cleaner, better transport to Europe.

MoTiV workshop

The MoTiV project organized a workshop in Barcelona entitled "The power of Data Analytics in assessing Value of Time for Mobility and Transport Planning: uncovering users' mobility behaviour". This was the opportunity to emphasize that HiReach has been working with a concept of transport poverty which is consistent with the MoTiV approach.

[Read more](#)

HiReach scope and initial results were presented in two sessions and cooperated with INCLUSION, STARS and MOTIV projects in the organisation and operation of the joint exhibition stand and mutual communication support during the event.

[Read more](#)



SingularityU Italy Milano Innovation Village

The SingularityU Italy Milano Innovation Village took place on 8-9 October 2019 in Milano, Italy. HiReach was presented in the session "Coping mobility inclusion challenges with the digital transformation revolution" and participated in the panel "The challenges of mobility", a panel conversation about challenges and opportunities for new mobility infrastructures in the cities of tomorrow.

[Read more](#)

Discover more events where HiReach was present at
http://hireach-project.eu/events_hireach

HiReach EVENTS

Upcoming Events

Future Mobility Expoforum

18-19/11/2019,
Turin, Italy

2019 Annual POLIS Conference

27-28/11/2019,
Brussels, Belgium

3rd European conference "Results from road transport research in H2020 projects"

04-05/12/2019,
Brussels, Belgium

Transport Research Arena 2020

27-30/04/2020,
Helsinki, Finland

ITS European Congress 2020

18-20/05/2020,
Lisbon, Portugal

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HiReach Project



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